

## **DETAILED ACTION**

### ***Response to Amendment***

1. Receipt is acknowledged of the Reply filed on March 10, 2011.

### **Allowable Subject Matter**

2. Claims 1-4 and 6-16, and 18-30 are allowed. The following is an examiner's statement of reasons for allowance:

With respect to claims 1-4, 6-15, and 22-28, the prior art or record, taken alone or in combination, fails to teach or fairly suggest at least an asset management system for the management of assets, the asset management system comprising: a master data management system to manage master data pertaining to objects selected from the assets, the master data management system configured to associate at least one fade out indicator with selected master data corresponding to an object selected from the asset such that the at least one fade out indicator indicates a frequency of the selected master data being accessed or modified for a certain time period; and tags containing detailed object information comprising updated information for a corresponding associated object after performing physical maintenance or configuration directly to the corresponding associated object and the updated at least one fade out indicator.

With respect to claims 16, 18, 19, 21, 29, and 30, the prior art or record, taken alone or in combination, fails to teach or fairly suggest at least a computer-implemented method for managing assets, the assets including objects, the method comprising:

Art Unit: 2887

selecting master data; associating at least one fade out indicator with the selected master data such that the at least one fade out indicator indicates a frequency of the selected master data being accessed or modified for a certain time period; and updating the at least one fade out indicator, based on a change in a condition of an object corresponding to the selected master data.

With respect to claim 20, the prior art or record, taken alone or in combination, fails to teach or fairly suggest at least a non-transitory computer-readable storage medium storing instructions that, when executed by a processor, cause the processor to: select master data; associate at least one fade out indicator with the selected master data such that the at least one fade out indicator indicates a frequency of the selected master data being accessed or modified for a certain time period; update the at least one fade out indicator based on a change in a condition of an object corresponding to the selected master data; and cause to store detailed object information comprising updated information for said object after performing physical maintenance or configuration directly to said associated object.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Art Unit: 2887

***Conclusion***

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to TAE KIM whose telephone number is (571)272-5971. The examiner can normally be reached on 9AM-5PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Steven Paik can be reached on 571-272-2404. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Tae W. Kim/  
Examiner, Art Unit 2887

/STEVEN S PAIK/  
Supervisory Patent Examiner, Art  
Unit 2887